

WHAT IS CREATIVE ACTIVISM?



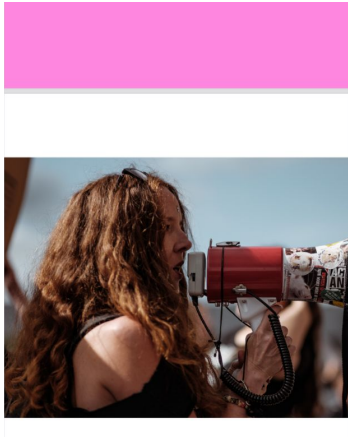
AND WHY USING IT?

Creative campaigns are [...] related to **creating change** in an area. Whether you are trying to stopping the closure of a local community centre or fighting for policy change at a national level - **social campaigns aim to make a positive difference in the world!**

*"Artistic activism is a practice that combines the **creative power of art to make us feel emotionally, and the strategic planning of activism necessary to achieve social change**"* The Center for Artistic Activism

But the question is how to achieve this change and what approaches and tactics to implement.





Artistic activism is **activism that doesn't look like activism,**
and **art that doesn't look exactly like art.**



This is where the ability of artistic activism
to **surprise us** - it appears in unlikely places (e.g. on the street, outside galleries), or takes unfamiliar forms (e.g. interactive installation)
[...] and consequently catch us off guard and
makes us a little more open to hearing the messages of a cause.

Artistic activism creates an opportunity for openness, dialogue and conversation,
and **encourages us to look beyond established understandings of a given social issues.**

We often think that if we could just tell our story or our cause, people would understand and support us. But we know from science that the **opinions and perceptions** of of society are **not changed simply by providing more information, but by shattering and inspiring experiences.**

Art can **evoke empathy**, and that's why we believe that by using artistic approach and visual language **we can engage more people in supporting** human rights and other **causes around the world.**



← ICE WATCH

Снимка: Віолета
Маджіо. Ice Watch на
Опафур Елксон

In history, the most effective and successful movements and civic organizations combine art with campaigns for social change, using creative and innovative approaches to show new and positive perspectives. **This helps people to imagine the world as it can be.**